

cc: Zaps
DM's & T's
Amy
g/m 2-7

FSC-48-A

February 3, 1994

TO ALL REGION OPERATIONS MANAGERS

**RE: CO-MARKETING PROMOTION ACCRUAL PROGRAM CONTRACTS
PACK AND CARTON OUTLETS (Packed 25/SKU)**

Please note the following contracts for both Pack and Carton Outlets as they pertain to the Co-Marketing Promotion Accrual Program. Attachments may be utilized as master copies if needed for retail presentations. Triplicate copies of the Pack Outlet (commodity # 483311) and Carton Outlet (commodity # 483308) contracts will be available for order in the Sales Materials System by February 20, 1994.

It is very important to utilize the same methodology as was utilized in determining the RJR merchandising contracts when signing the Co-Marketing Promotion Accrual program. Retail targeting should be discussed with your Regional Manager prior to retail commitment to secure necessary funding.

318 Designations**Pack Outlets**

Type	Plan	Units/Rows	Rate
CMFPK	A	1	\$24
CMFPK	B	1	\$34
CMFPK	C	1	\$46
CMFPK	D	1	\$60
CMFPK	E	1	\$78
CMFPKRJR	A	1	\$36
CMFPKRJR	B	1	\$51
CMFPKRJR	C	1	\$69
CMFPKRJR	D	1	\$90
CMFPKRJR	E	1	\$117

Carton Outlets

Type	Plan	Units/Rows	Rate
CMFCT	B	1	\$36
CMFCT	C	1	\$56
CMFCT	D	1	\$84
CMFCTRJR	B	1	\$54
CMFCTRJR	C	1	\$84
CMFCTRJR	D	1	\$126

Only one type and plan may be entered for each participating retail account. Retailer match monies, although not accrued by RJR, will be applicable when RJR pays the promotion costs following the successful completion of the Co-Marketing promotion. For retailers that participate in the RJR Co-Marketing Promotion Accrual with the Retailer/RJR Match option, RJR will reimburse the account at the Option 1 rate (if spent) and 50% of the cost above the Option 1 rate to reflect the Retailer Match contribution.

Full details will be forwarded to you to communicate the Systems support and associated Point-of-Sale items for the Co-Marketing Promotion Accrual Program in the near future. Please utilize the Merchandising Hot Line (1-800-852-8015, ext. 0457) should any questions arise pertaining to the Co-Marketing Promotion Accrual. Good selling!

Program contacts: T. J. Sullivan (2572), R. B. Grout (2196), M. L. Buckler (1625)

R. J. REYNOLDS TOBACCO COMPANY

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